

Message Text

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PAGE 01 MOSCOW 05519 212000Z

64

ACTION EUR-12

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R 211510Z APR 75
FM AMEMBASSY MOSCOW
TO USDOC WASHDC
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E.O. 11652 N/A
TAGS: BEXP, UR
SUBJECT: INTERORGTEKHNKA 75 (I-75)

REF: A STATE 90061 B. STATE 88688

USDOC FOR BEWT/TPD THOMPSON

1. EMBASSY PLEASED TO LEARN THAT 34 BOOTHS I-75 HAVE BEEN SOLD. USCOMOFF HAS CONTACTED EUROPEAN OFFICES OF 16 REMAINING POTENTIAL PARTICIPANTS AS REQUESTED AND EXPECT TELEX REPLIES ON OR BEFORE 28 APRIL 1975. IBM HAS ORDERED 172 SQUARE METERS FROM CHAMBER OF COMMERCE AND WILL EXHIBIT PRIVATELY IN PAVILION NUMBER 11. HONEYWELL WILL BE IN FRENCH PAVILION.
2. WE BELIEVE DATAMATION PROPOSAL SHOULD BE APPROACHED CAREFULLY. PREVIOUS USDOC EXPERIENCE WITH THIS GROUP WAS NOT TOTALLY SATISFACTORY. (SUGGEST BEWT CHECK WITH BOB CLARK, RPD WESTERN EUROPE) SOVIET CHAMBER OF COMMERCE AND INDUSTRY DOES NOT WELCOME MAGAZINE PARTICIPATION WITH OPEN ARMS. IF TPD AGREES TO GIVE DATAMATION FREE BOOTH FROM WHICH TO DISTRIBUTE SPECIAL EDITION FOLLOWING REQUIREMENTS MUST BE MET:
 - A) TWENTY COPIES OF FINAL EDITION BE SHIPPED TO MOSCOW PRIOR TO JUNE 15 FOR REVIEW BY CHAMBER.
 - B) MAGAZINE CAN NOT RPT NOT HAVE CLIPOUT COUPON IN WHICH READER GIVES NAME AND ADDRESS FOR FURTHER INFORMATION.

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C) NONE OF THE ADVERTISERS IN THE MAGAZINE MAY HAVE CLIP-OUT COUPONS AS ABOVE.

D) COPY MUST BE CURRENT WITH REGARD TO GEOGRAPHIC LOCATIONS, I.E., FRG AND GDR MUST BE SPELLED OUT EXACTLY. THERE CAN BE NO REFERENCE TO SINGLE GERMAN NATION. WE HAD THIS PROBLEM WITH NASOSY.

E) IF ABOVE RESTRICTIONS SOUND HARSH, SUGGEST SUBJECT BE DISCUSSED WITH NASSOSY DBR JERSCHKOWSKY UPON HIS RETURN TO WASHINGTON DURING WEEK OF APRIL 28. STANKI-74 HAD SEVERAL MAGAZINE PROBLEMS. ONE SHIPMENT OF 7,000 WAS NOT ALLOWED TO BE DISTRIBUTED BECAUSE OF POINTS AN B, C, AND D ABOVE.

3. IF DATAMATION WILLING TO MEET ABOVE REQUIREMENTS AND TPD WANTS TO INCLUDE FREE SPACE AS TRADE-OFF FOR FULL-PAGE AD, USCOMOFF WILL PREPARE CAMERA READY COPY AS DIRECTED REFTEL B. PLEASE ADVISE. STOESEL

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